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**MONTENEGRO**

# CASE STUDY

## Recycling to Lessen Tourism's Impact

**Municipal leaders see reducing waste as step to preserve town's allure**



Photo: USAID/Montenegro/Brajkovic Vesna

Cardboard arrives at a recycling center established with USAID and municipal support in Kotor, Montenegro.

***A recycling project in Kotor, Montenegro, accomplishes its dual goals of reducing waste and preserving Montenegro's environment, a focus of its tourism efforts.***

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### Challenge

As Montenegro seeks to develop its economy with an emphasis on tourism, the preservation of the wild beauty that attracts visitors has been given priority. Yet, waste disposal is a growing problem in almost every region of Montenegro. Kotor, for example, has a picturesque walled Old Town, and breathtaking scenery with a fjord and the Boka Bay. However, as more and more tourists have discovered Kotor, consumption has risen, while the municipality's ability to process the resulting waste has not kept a pace. Like the majority of coastal tourist destinations, Kotor sees its population swell in the summer, as tourists fill hotels and guesthouses and part-time residents return to their havens on the coast.

### Initiative

To keep Kotor a favorite tourist destination, municipal officials realized that they needed to find a way to conserve natural resources while also reducing waste. The municipality and its public utilities company approached USAID to support their efforts to initiate a municipal recycling project, which it did. USAID constructed the recycling center while a private sector waste management company bought 150 specially labeled containers to be distributed throughout the municipality for plastic, paper and glass recyclables. The company also procured among other equipment a glass grinder; a shredder for hard plastic, metal and wooden crates; and a press for plastic bottles and aluminum cans. A strong partnership and effective cooperation between the municipality, the private sector and USAID were key to the project's success.

### Results

The project established a cost-effective and efficient method for collecting and disposing of the town's non-industrial waste while also attempting to reduce the strain on overburdened landfills shared by multiple municipalities. In addition, it generated ten full-time and four seasonal jobs. Best of all, Kotor's residents and guests can now contribute to a greener Montenegro simply by selecting the right containers in which to dispose of their waste.